They gave a *new* Thrill

THAT'S WHY THEY GOT THERE....SO QUICKLY

"A star secretary, is she? Well, she's twinkling in the wrong role!" . . . Just a few years ago, a producer discovered Alice White pounding a studio typewriter. Today, she thrills millions when she stars in a picture.

LITTLE STORIES OF FAST SUCCESSES

(NUMBER FIVE) **ALICE WHITE**

She pounded pavements . . . pounded studio-doors . . . pounded the keys of a battered typewriter. Then a keen-eyed director spotted Alice . . . and in a few short years a new White star rose in Hollywood's heavens.

Luck? . . . Luck nothing! Alice White was endowed by *Nature* with a special charm to thrill the millions.

OLD GOLD, too, is one of *Nature's* favorites. Endowed with mellower, sweeter tobaccos. It gave to millions a brand new taste-thrill, without a trace of throat-irritation. That's why O. G. broke into the "Big-4" in less than a year, why today it's the country's fastest growing cigarette.

When *Nature* backs an Alice White . . . or an OLD GOLD, success always comes, *on the run.*

In Seattle, Washington, OLD GOLD appeared February, 1927. Just three months later it was one of the Northwest's four leading cigarettes.

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"